

Culture Connects: Cultural Strategy for Enfield

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Striving for excellence



A Cultural Strategy for Enfield



- Commissioned **Jan 2020**
- **DPQ** – boutique strategic consultancy with expertise in public realm
- **Consultation** with 40+ internal and external stakeholders; **mapping and analysis** of existing activity; review of key policies and programmes
- **Appointment** of Head of Cultural Services Development
- **Engagement** with internal and external stakeholders, creation of action plan, final review
- Cabinet review **November 2020**

DEFINITION:

Culture

'Culture' means many things to many people and is regularly used to refer to food, religion and other forms of heritage. This strategy takes the Arts Council definition of culture as meaning "all those areas of activity associated with: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts". The Arts Council also acknowledge that new technologies and other societal changes alter the way that many artists and creative professionals work and the ways in which culture is made and shared, as the traditional boundaries between and around cultural activities are disappearing.

Source: Arts Council England

DEFINITION:

Creative Industries

Industries which have their origin in individual creativity, skill & talent and which have potential for wealth & job creation through the generation and exploitation of intellectual property". Includes advertising, architecture, craft, design, film, tv, creative tech, museums, galleries, performing arts and publishing. (DCMS)

DEFINITION:

Cultural Identity

A shared sense of belonging often rooted in a place, ethnicity, language, beliefs, food or music; frequently celebrated through cultural events and festivals.

DEFINITION:

Creativity

"We use 'creativity' to mean the process through which people apply their knowledge and intuition to make, express or imagine something new or individual to the creator."

Source: Arts Council England

Creativity is present in all domains of life, whether singing in the shower, making a friend a cake, growing plants or taking photographs.

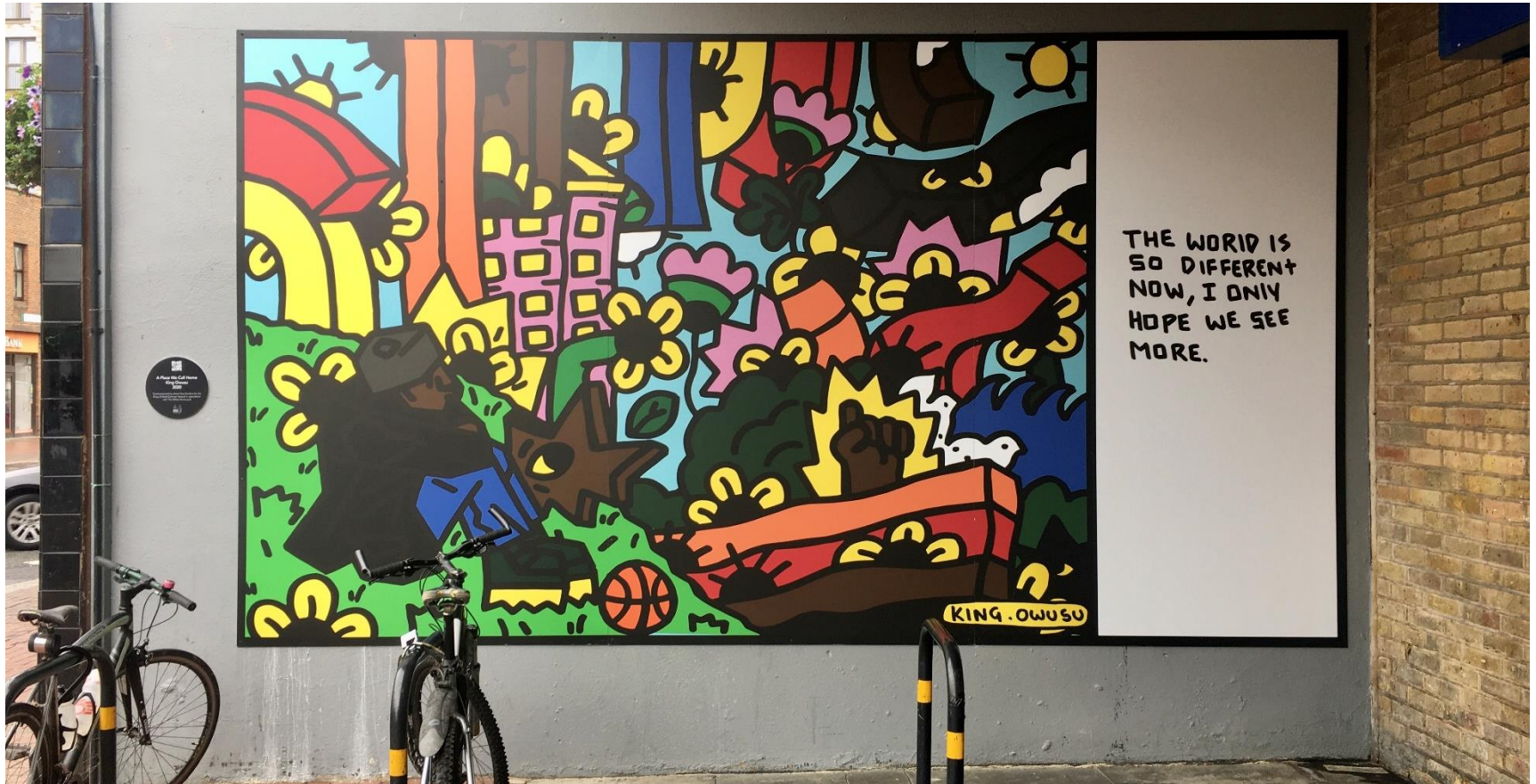


Purpose

- To gain a **clear view** of Enfield's cultural strengths and weaknesses to enable strategic support and planning
- To **harness** the power of culture to support key borough agendas across all policy areas
- To **make more** of the borough's cultural offer by providing a focus for prioritised projects and collaborative networks

**Our ambition is to connect Enfield
through culture.**

We want to connect our rich history of cultivation and industry with creative activity throughout our green spaces and town centres . . .



... our young people with opportunity ...



and our different communities with shared celebrations.



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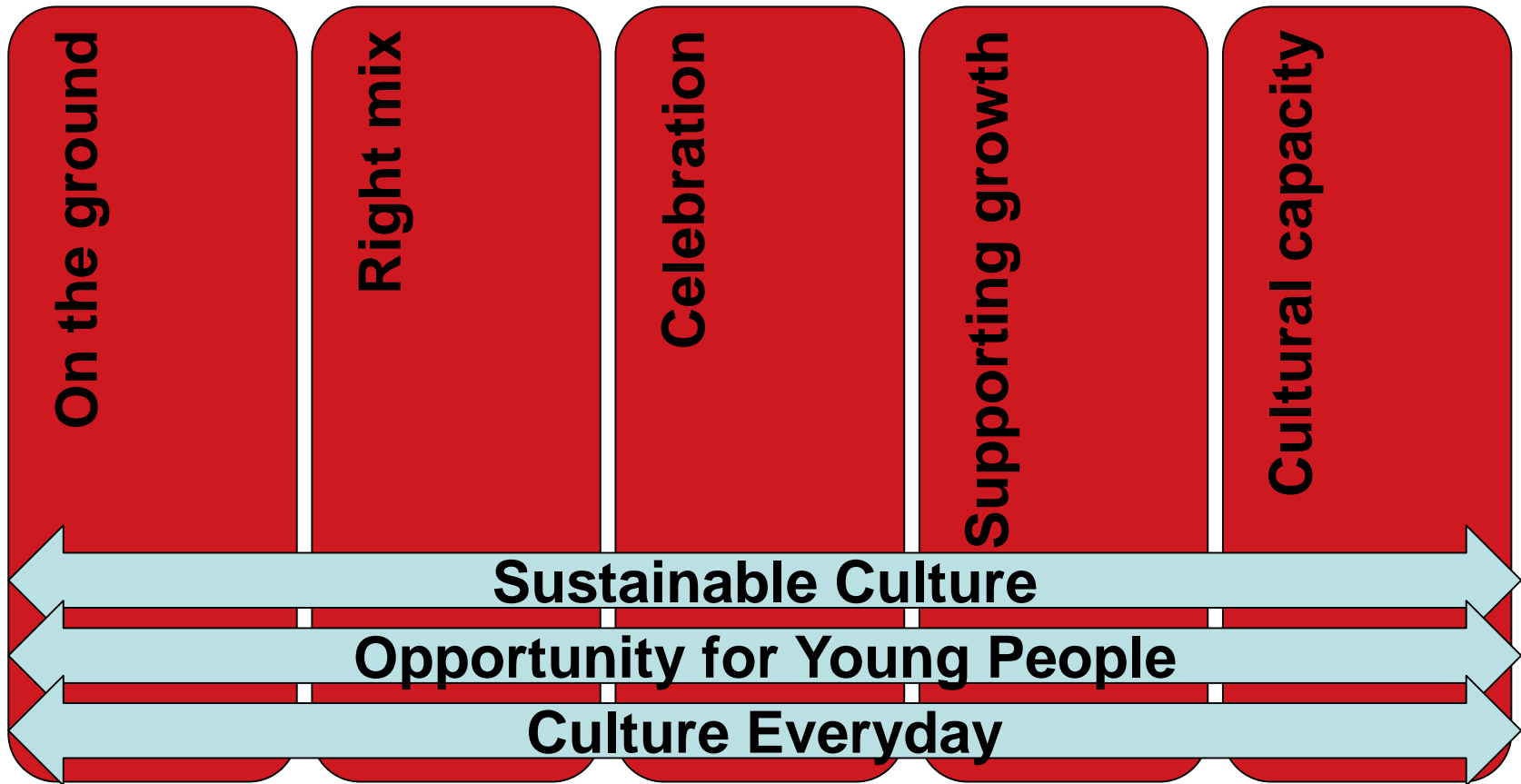
As culture connects us we will see the borough grow its economy and promote its identity more widely as a bright and diverse mix of city, countryside and creativity.





**We will connect
organisations
and ambitions
across the
borough to
achieve our
vision for
Enfield
together:
Culture
Connects.**

Three cross-cutting priorities, five focus areas



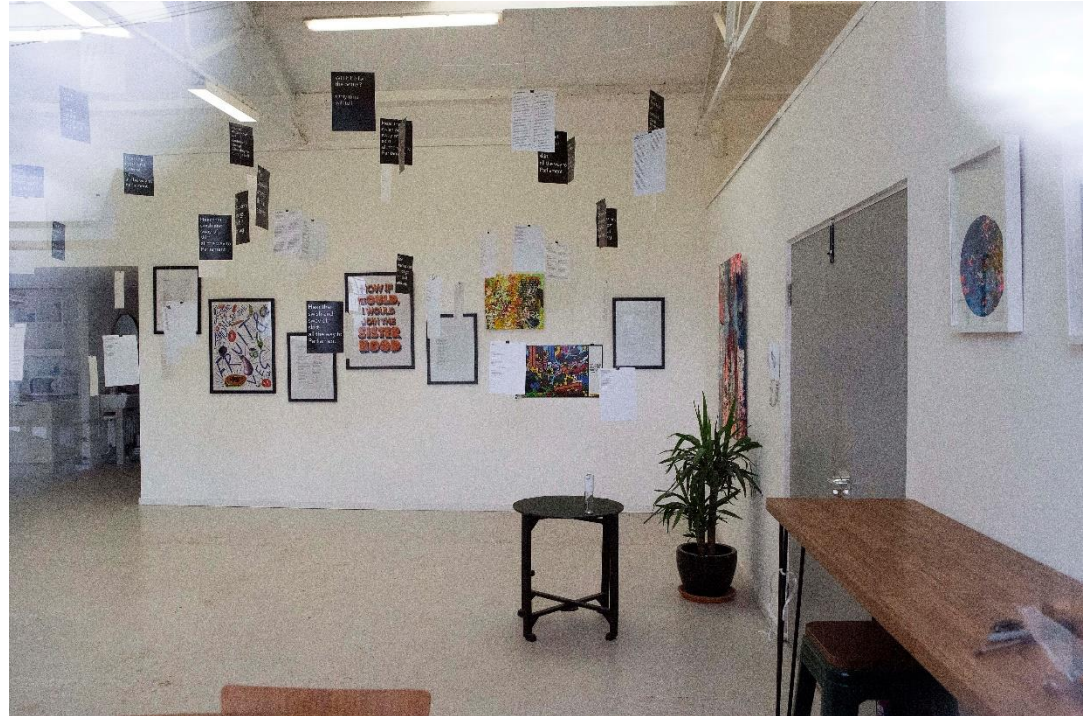
On the ground



- Visible culture in all town centres
- Integrate culture within major regeneration programmes
- Facilitate more cultural and creative activity in parks and open spaces
- Build a culture and leisure offer through the northern landscape of the borough

Right Mix

- Fill culture gaps
- Creative Enterprise focus
- New Creative Workspace including artists and makers



Supporting growth

Supporting access to culture and pathways to creative employment

Grow creative industries skills, training and employment



Celebration



- **Increase community celebration through shared interests – international dance, music and food**
- **Increase borough wide access to heritage and diversity of local culture**
- **Improve cultural promotion and strengthen Enfield's cultural narrative**
- **Nurture community and volunteering skills and capacity to deliver diverse creative activity**

Cultural capacity

- New strategic borough expertise and capacity
- Support sector through Covid-19 challenges
- Build cultural partnership and secure strategic funding
- Harness development and planning to contribute to culture provision and secure investment





Enjoy Enfield Summer

Strategy in action

Foundation for future

New Street Art

Visual Art: posters in
shops and homes

Town centre
performance

Events

Collaborative

Multiple funders



Next steps . . .

- Cultural and creative sector workshops
- Agree governance
- Refine Action Plan
- Take to November Cabinet



Thank you

Comments, queries or feedback to

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